

REPORT

TO: Administration Committee / Regional Council
FROM: Sylvia Patsaouras, Manager, Environmental Planning, (213) 236-1806,
patsaour@scag.ca.gov
DATE: August 5, 2004
SUBJECT: Sponsorship of Rail~Volution Conference

EXECUTIVE DIRECTOR'S APPROVAL:



RECOMMENDED ACTION: Approve Gold Sponsorship of \$5,000 for the 2004 Rail~Volution Conference.

SUMMARY:

The 2004 Rail~Volution Conference is being held September 18-22, 2004, at the Renaissance Hollywood Hotel in Los Angeles. The Rail~Volution Conference provides a forum that engages the public to form a diverse coalition dedicated to building livable communities with transit, through education, advocacy, and increasing overall federal, state, and local funds available for transit.

Benefits of conference sponsorship include:

- Name recognition in the Rail~Volution Conference program ad
- Name recognition in the Opening Reception Announcement placed in all Conference bags
- Name recognition on Opening Reception signage
- Four complimentary Opening Reception tickets

BACKGROUND:

This tenth annual conference invites the attendee to participate in discussions that are invigorating - in their breadth and depth, in their bold approach to new ideas, and in their frank approach to divulging lessons learned. In addition to hands-on workshops, the conference also provides a forum for the type of informal discussions that help shape stellar communities.

Attendees of Rail~Volution 2004 will see a strong emphasis on "movement" as the primary theme of this year's conference. Communities throughout the United States are moving forward with positive changes as they make land use and transportation decisions in conjunction with each other, rather than separately. Together, these two powerful agents of change are creating a greater sense of place for neighborhoods and



**SOUTHERN CALIFORNIA
ASSOCIATION of GOVERNMENTS**

REPORT

advancing business areas into a stronger economic foothold. Concepts and topics that will be prevalent at Rail~Volution 2004 include:

- Building a foundation for change
- Making smart money moves
- Envisioning the environment and equity
- Get moving toward better health
- Transit as an agent of change
- How citizens can move mountains

Rail~Volution 2004 features more than 60 workshops. Detailed information about the conference program is available at <http://www.railvolution.com/default.htm>.

ATTACHMENTS:

1. Rail~Volution Local Sponsorship Opportunities
2. Rail~Volution 2004 Conference Program

FISCAL IMPACT: Hc

RC Special Projects Line Item Budget (GF)	\$49,000
Co-Sponsorship of UCLA's Extension Public Policy Program 2004 Arrowhead Symposium	(\$8,000)
Co-Sponsorship of Rail-Volution Conference	(\$5,000)
Co-Sponsorship of So. California's Leadership Class XV Tuition, Luncheon, & Graduation	(\$12,500)
Sponsorship of 3 rd Annual Inland Empire Transportation & Logistics Summit	(\$500)
Balance as of August 5, 2004	\$23,000



SOUTHERN CALIFORNIA
ASSOCIATION of GOVERNMENTS



Rail~Volution
September 18 – 22, 2004
Renaissance Hollywood, Los Angeles, CA

Local Sponsorship Opportunities

The ninth annual Rail~Volution Conference will be held in Los Angeles September 18 – 22, 2004. Over 1,200 business leaders, academics, elected and federal officials, planners and transit operators will attend the conference to learn about the many benefits of building livable communities with transit.

Projected Attendance: 1,000
Individual Cost: \$325

Local sponsorship opportunities are available through May 1 or until filled. Local sponsorship opportunities will no longer be available after August 1, 2004.

Sponsorship Benefits:

Platinum Sponsor: \$10,000 (Limited to four)

- Logo recognition in the Rail~Volution Conference Program Ad
- Logo recognition in the Opening Reception Announcement placed in all Conference Bags
- Logo recognition on Opening Reception Signage
- Opportunity to distribute Promotional Item or Literature in the Conference Bag or at the Opening Reception (Items are subject to MTA approval.)
- Ten complimentary Opening Reception Tickets

Gold Sponsor: \$5,000 (Unlimited)

- Name recognition in the Rail~Volution Conference Program Ad
- Name recognition in the Opening Reception Announcement placed in all Conference Bags
- Name recognition on Opening Reception Signage
- Four complimentary Opening Reception Tickets

Silver Sponsor: \$2,500 (Unlimited)

- Name recognition in the Rail~Volution Conference Program Ad
- Name recognition on the Opening Reception Signage
- Two complimentary Opening Reception Tickets

Room Key Sponsor \$7,000 (Limited to one)

- Two-Color Logo recognition on all Renaissance Hotel Room Keys distributed to conference attendees
- Name recognition in the Rail~Volution Conference Program Ad

Scholarship Sponsor: \$2,500 and above (Unlimited)

Provides registration fees for local citizen activists, advocates and students working on transportation and land use issues to attend the conference.

- Name recognition in the Rail~Volution Conference Program Ad

Exhibit Space

Exhibit Space can be added to any Sponsorship for an additional \$2,500.
Booth size: 8' x10'.